PROJECTION

LANTERN and CINEMATOGRAPH

WILLIAMS'S

MONTHLY BULLETIN

No. 5 September, 1906

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WHETSTONE, LONDON

PROJECTION

LANTERN and CINEMATOGRAPH

Published by

JOHN WRENCH & SON.

50, Gray's Inn Road, London, W.C.

ESTABLISHED 1816 TRADE MARK

Telephone 5006 Holborn.
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No. 5. SEPTEMBER, 1906. Gratis, Exclusive Trade Circulation

The Approaching Season.

THIS month witnesses the opening of the lantern, or winter season, so that it should be every dealer's first thought to see that he has a representative and up-to-date stock to offer to his customers. The signs seem to point to an improvement in trade this season, and many people are of opinion that there will be a tendency towards a revival of the lantern, especially for home demonstrations. The ranks of the amateur photographers is continually on the increase, and more attention is being given to the making of lantern slides than has even been the case before, which is attested by the greater output of the makers of such products. If, therefore, the making of slides is on the increase, it is reasonable to suppose that more lanterns will be required, and this amateur side of the business, if we may so use the term, should be well looked after. It is remunerative, and as most dealers stock photographic apparatus as well as lanterns, the one helps the other, and if properly worked, might lead to as large sales in the winter months as through the summer.

As for the cinematograph, its position as a popular entertainer is assured. The sales have gone on steadily increasing throughout the past ten years, and we are sanguine enough to believe that with the new models we are introducing for 1906-7, an immense fillip will be given to the trade in apparatus for "living pictures."

NEW SLIDE SETS—SEASON 1906-7

ISSUED BY

RILEY BROS. LTD., Bradford.

EGYPT AND HER MONUMENTS. In Two Parts. With Reading by W. F. RAWNSLEY, Esq. **1s.**

Part 1. The Pyramids and Early Temple Architecture. 48 Slides.

This is a most interesting lecture and deals with the wonderful architectural masterpieces of the early Egyptians.

Part 2. The Great Temples of Egypt. 48 Slides.

Fine views of the architecture of the great Palaces of Luxor, Karnak, Medinet Abou, Thebes and Abu-Simbel. Also of the Great Dam at Assouan.

JERUSALEM: THE TRAGEDY OF THE HOLY CITY. 60 Slides. Divided into Three Parts. Reading **6d.**

Part 1. The City's Rise and Glory.
Part 2. The Era of the Prophets.
Part 3. The City's Later History.

This set is certain to be in great demand for Sunday services, as well as for general lecture purposes. It traces the history of the city from its capture by David up to the present time.

THE CONSTABLE'S MOVE. From Life Models, illustrating the excellent story by W. W. JACOBS.

Reading: The "Strand Magazine" for October, 1905 (6d.), or "Captains All," which contains ten stories by W. W. Jacobs, 3s. 6d., post free.

1 "Come away or you'll be locked up," repeated Mr. Grummit
2 "Showing off," explained Mrs Grummit
3 He spoke of the outrage to Mr. Evans
4 "Make 'im a laughing stock," said the elderly neighbour
5 "A copper mustn't come into a free-born Englishman's 'ouse unless he's invited"
6 Mrs Grummit told Mr. Grummit things
7 He stopped short and attacked the bed
8 "He—he's afraid—to come in," he gasped
9 "Hit my sister, will you?" he roared
10 "The bed's broke, Bob," she said faintly
11 The Constable was at the door, smoking
12 He came home at night glum and silent
13 A dozen fine geraniums, &c., decorated the Constable's plot
14 "Halloa!" said Constable Evans. "Here I want a word with you"
15 "If you wasn't a policeman," said Mr. Grummit, "I'd arf murder you"
16 Mr. Grummit stood smiling at the wreck before him
17 He danced fantastically along the road home
18 Cries of "Police!" became audible
19 "Better late than never," said the owner of the house
20 He displayed a nasty cut on the head
21 He was sent home and advised to keep quiet
22 He put his face over the fence
23 "Telling all them lies about burglars," continued the indignant Mrs. Grummit
24 Mr. Grummit turned and crept back to the house

THE GREAT EARTHQUAKE AT SAN FRANCISCO, Wednesday, April 18th, 1906, at 5.15 a.m. *No Reading.*

These views which were photographed as soon after the event as circumstances allowed, and whilst the conflagration which followed the earthquake was still in progress in some quarters of the city—give a vivid idea of the ruin wrought by this appalling catastrophe, and permit us to realise how completely the city has been devastated.

1 The City Hall from Market Street.—This magnificent building, which cost 7,500,000 dollars, or more than £1,500,000, is a mass of ruins. The dome is uninjured, however, and stands curiously at the top of the skeleton framework.
2 The City Hall from Larking Street.—Another view of the ruins.
3 San Francisco from Nob Hill.—Showing the Harbour, the ruins in the foreground and the conflagration still in progress.
4 View from Nob Hill.—Showing the Fairmount Hotel in the background and the blackened ruins of many millionaires' residences.
5 The Finest Residental Quarter in the City. Now a heap of ruins. Many of these buildings cost as much as £60,000 each.
6 Ruins of the Business District at the corner of Sansome and California streets.
7 Market Street from the Ferries.—Showing how the streets sank and how the tram rails were twisted.
8 Market Street and Ruins of the Palace Hotel and other large buildings. What the earthquake spared the fire destroyed.
9 Ruins of the "Emporium" Building in Market Street. The largest Dry Goods Store in the West.
10 Ruins of the First Baptist Church, Oakland

May also be had from

Messrs. JOHN WRENCH & SON, 50, Gray's Inn Road, London, W.C.

Our New Catalogue.

Our new season's catalogue can, without fear of contradiction, be termed an *edition de luxe*. We have superseded all our former attempts in this direction, and we venture to hope that the list will come to be looked upon as a standard book of reference. It consists of 160 pages of illustrations and matter, printed on art paper from absolutely new type. It is bound in an art cloth cover, printed in two colours, chocolate and gold, from a special design drawn by one of the leading commercial artists of the day (Fig. 1.) No expense has been saved in the production of the blocks, and as they are all to scale, an excellent idea of the size of the instruments themselves may be gained from the illustrations.

FIG. 1.

The subject matter has been re-written throughout, and a full description of each instrument is given, which is absolutely true to the minutest details. In the case of the special lanterns and cinematographs, the methods of construction are explained, together with their advantages, so that the dealer can demonstrate the articles to his customer, and fully explain, with confidence, their leading features. So far as we are aware this has never been done before, with the result that constructional details, which often times take months to work out, are overlooked, for the retailer can hardly be expected to know as much about the instrument as the maker, unless he is told.

Needless to say, we shall be pleased to lend our friends any electros they may require, and to give them every assistance in our power in the compilation of their winter lists. Owing to an entirely new model of cinematograph, which we are anxious to include in the catalogue, its publication will be delayed until about the middle of the month.

* * *

A Professional Cinematograph for £15.

Feeling that there was a demand for a cheap yet satisfactory cinematograph for professional use, we have introduced the Model A Perfect Projector, or P.P. Instrument. When we state that the mechanism, cinematograph and lantern objectives, baseboard, lantern body and two spools can be had for £15, further comment will

be almost unnecessary. The Model A Projector is no toy, but an entirely satisfactory instrument for public exhibitions. The greatest thought has been given to its construction, and it is made in our own workshops from the very best material procurable.

The bearings on the frame are all drilled for oiling; the sprocket wheels are made of gun metal, the teeth being cut out of the same casting as the wheel, the top sprocket being driven by a steel link bicycle chain connected with the driving wheel; the "Dog" pinion and spindle are cut out of one piece of steel; the shutter is of an entirely new pattern, designed to prevent "flicker," and is carried on a D-shaped spindle, so that it can be clamped in any position to suit objectives of varying foci; likewise, the cinematograph objective is carried on a steel rod, so that any focus lens may be used. This remark applies also to the lantern objective, which are points in the construction we feel sure will be appreciated. The spools arms are light, but at the same time they are exceptionally strong; a neat device is provided to the lower arm, whereby slightly varying size spools can be made to run in perfect alignment, and the arms are so arranged that no damage can be done to the mechanism when they are packed closely against the frame.

In the No. O outfit, the lantern body, which is strongly made of Russian iron with large size door so that both hands can be put inside when changing the carbons or limes, is so constructed that it slides from side to side on the baseboard for changing from cinematograph to lantern projection; and in addition it can be moved backwards or forwards for centring the light. This arrangement will be found very convenient, and by many it is preferred to the "swing-round." The same instrument can, however, be had with the latter movement if desired, or with an arrangement for sliding the mechanism instead of the body, at a slightly additional cost. This reminds us that we are making, this year, all the parts of our instruments interchangeable so that several combinations may be made with one mechanism. For instance the Model A projector can be supplied with plain Russian iron body, or with a body fitted with our improved brass stage. It may, as already hinted, have sliding body or sliding mechanism, and, if necessary, it can be fitted with large diameter lens cylinders in rack mounts, in place of the ordinary cinematograph objective. We are convinced that these features will appeal to cinematographers, for a perfectly satisfactory instrument may be had to suit all pockets.

Some idea of the No. O Outfit may be had from the accompanying illustration, Fig. 2. We can only reiterate that it is a perfectly practical instrument, constructed on sound scientific and mechanical principles, and sure to give unqualified satisfaction. In our next issue we shall draw attention to the Model B Projector, which is a

more expensive instrument, but one that possesses many novel improvements and additions. Full constructional details of all the cinematographs will be found in our new catalogue, together with larger illustrations of the mechanisms. Prices are also given of the several arrangements in which the instruments can be fitted up.

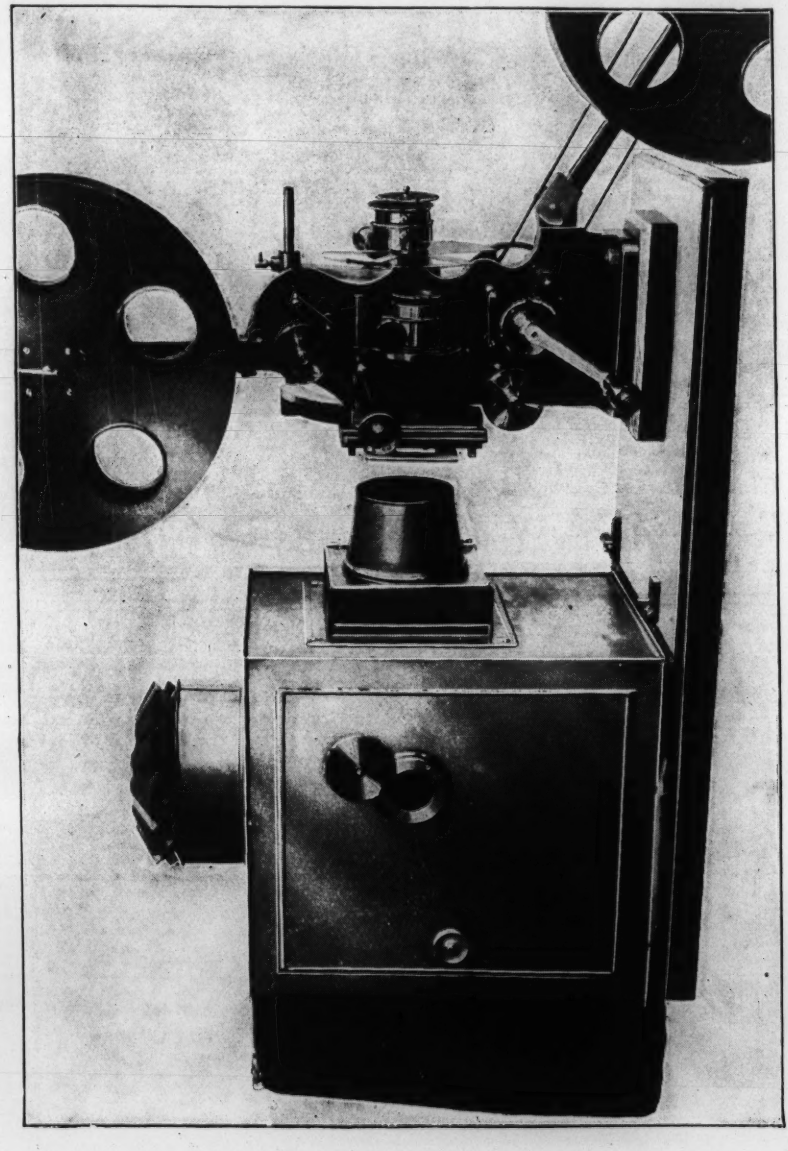

Fig. 2.

Lanterns and Accessories.

It is impossible in the space at our disposal to give particulars of all the new goods we shall put on the market for the 1906-7 season. Amongst the articles we have introduced there is an entirely new model of Enlarging Lantern; several new Arc Lamps and Resistance Frames or Rheostats, a cheap but satisfactory Acetylene Generator;

GET THE BEST!!

The Well-known

"G.W.W."

Brand of Wet-Plate LANTERN SLIDES

CONNOISSEURS PREFER THEM TO ALL OTHERS

English, Scottish, and Irish Scenery (including new and improved Editions of the popular sets "Highlands of Scotland," "Lowlands of Scotland," and "Ireland"); British History (3,000 subjects); Italy (1,800 subjects); Spain (800); France (600); South Africa (400); Egypt (200); Holy Land; India (360); Russia, Finland, Sweden, Germany, Australia, Tasmania, South Sea Islands, North Africa, Physiographical Geology (800); Cloud and Water Effects; Snow and Hoar Frost Scenes; Flower Studies; Genre Studies; Domestic and Wild Animal Studies; etc., etc.

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Lanterns with Improved Stage in Mahogany.

Biunials

Triunials

Science Lanterns

Enlarging Lanterns

'Wrench' Condensers

"Stocks-Wrench" Lamp.

Theatrical Boxes.

Lime Light Apparatus.

Incandescent Gas Lamps.

Acetylene Generators

Screens and Stands, Carriers, etc.

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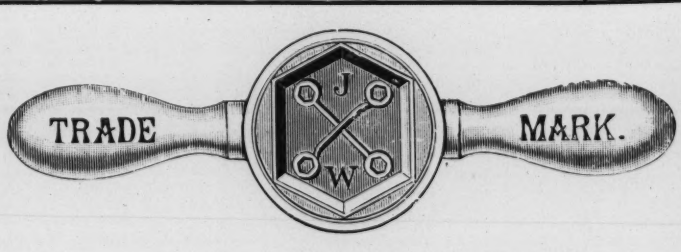

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Cinematograph Cameras

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Film Spool Winders

Objectives

Rack Mounts

Film Measurers

Iron Houses

Developing Frames

Lantern Slides by all Makers

a new pattern of Incandescent Gas Burner; and a Magazine Carrier. We have also considerably improved many of our previously introduced specialities, including an addition to the "Wrench" Condenser in Patent Mounts. As is now well known, the ring is held in position on the cell by two bayonet catches, but as some operators intimated last season there was just a probability of the ring working loose, a self-working catch has now been added to the present model, so as to provide against even this remote contingency.

* * *

Riley's New Slides.

Messrs. Riley Bros. Ltd., of Bradford, have introduced several new sets of lantern slides, which, from a technical standpoint, may be said to be perfect, and which, we feel sure, will be much appreciated by the trade. Amongst them there are two sets of "Egypt and her Monuments" Part I, comprises 48 slides dealing with the Pyramids and Early Temple Architecture! Part II. "The Great Temples of Egypt" also includes 48 slides, of fine views of such temples as those at Luxor, Karnak, Thebes, etc. To the student of Egyptology these form an unique collection, and they will also be found of interest to the general public. "Jerusalem: The Tragedy of the Holy City" is divided into three parts, each consisting of twenty slides. These are sure to be in great demand for Sunday services, as well as for general lecture purposes, and therefore should be stocked by all dealers. "The Constables Move" of 24 slides from life models, illustrates one of the inimitable stories of Mr. W. W. Jacobs, and is sure to meet with an immense demand, whilst the set of 10 slides of "The Great Earthquake at San Francisco" is not only of topical interest, but illustrates one of those events which has profoundly affected the sympathies of all nationalities. We shall be pleased to supply our friends with the above sets at the usual trade price, or they may be had direct from the makers whose address we have already given.

* * *

"G.W.W." Slides.

The lantern slides made and supplied by Messrs Wilson Bros., of Loch-Head House, Aberdeen, are appreciated by lanternists the world over. They are of a high standard of excellence, and are made by the wet plate process, thereby securing great brilliancy even in the shadows. Not only so, but the greatest possible attention is given to the negatives; we have heard of cases where weeks have been spent by the firm's operator waiting for an ideal day to take some particular view. Regarding the subjects supplied, they are almost endless, but views of nearly every country in the world may be had, together with slides of scientific and historical interest. Our friends are strongly urged to secure the firm's list, which, we understand, will be sent post free on application.

Notes from all Sources

IN comparison with former years, the makers of magic lantern slides are not, this season, introducing many new sets. As a matter of fact, until they "can get new worlds to conquer" there seems little more to do: photographic slides illustrating nearly every country in the world are now to be had; science is most exhaustively represented; all the popular hymns are published, and as for new life-model sets—Well! Where are the stories to illustrate?

* * *

Germany seems to do some things much better than we do at home, and one is in respect to Exhibitions. A Photographic, Lantern and Allied Trades "Ausstellung" is now being held under the ægis of the Government, in Berlin, and altogether it will be open for three to four months.

* * *

Apropos exhibitions, we are interested in seeing that at the forthcoming R.P.S. Exhibition, special attention is being given to the lantern evenings. There will be no end of talent, for among the lecturers we see the names of Sir W. de W. Abney, E. Marriage, Miss Acland, C. B. Howdill. H. W. Bennett, W. L. F. Wastell, and Martin Duncan. Surely these exhibitions by such expert slide makers will tend to popularise the lantern among their less ambitious brethren.

* * *

Attempts are apparently being made to resuscitate cinematography in colours. Capt. Lascelles Davidson and Mr. Friese-Greene showed a two-colour process at the last Photographic Convention, but until some *direct* method is devised, we fear the subject will remain more of a scientific novelty rather than an article for commercial use.

* * *

Owing to a new arrangement in the trade, we are now in a position to supply cinematograph films, by all makers, at sixpence per foot, less 20 per cent. discount. This is the maximum discount allowed.

If you do not receive a copy of our complete Art Catalogue of Lanterns and Cinematographs, we shall be pleased to forward you one on receipt of application

BRITISH FILM INSTITUTE

NOTES from all SOURCES

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